

**BUILDING**  
**SALES AND PROFITS**  
**WITH THE**  
**SERVISLETTE**

### TABLE OF CONTENTS—DEALERS

I—Introduction—Advertising .....	3
II—Reach Customers by Simple Appeal.....	5
III—Store Display .....	6
IV—Lighting—Sales Builders—Skrip-Well Display .....	7
V—Selective Profit Sharing Plan.....	9
VI—Sales Training—Merchandising and Repair Service .....	10

### TABLE OF CONTENTS—SALESPEOPLE

I—Introduction .....	13
II—How to Use the Servisette.....	14
III—If Pen Does Not Write Smoothly....	14
IV—How to Handle Clogged Pens.....	16
V—What to Do If Pen Doesn't Fill.....	18
VI—Putting on a New Sac.....	18
VII—How to Fill a Sheaffer Visible-Barrel Pen Properly .....	20
VIII—The Skrip-Well Bottle.....	21
IX—Improving Appearance—The Final Polish .....	22
X—Facts About Skrip.....	24
XI—Show Your New Pens.....	25
XII—Repair Price List.....	26
XIII—Service Pens and Pencils.....	27
XIV—Feathertouch Point .....	28
XV—List of Servisette Material.....	30
XVI—Guarantees .....	35
XVII—Advising Your Customers of Service Dept. ....	37
XIX—Importance of a Good Demonstration	41
XX—Demonstrating the Visible-Barrel Type	42
XXI—Servisette Material Prices.....	44

... **GOOD WILL** is the disposition of the pleased customer to return to the place where he has been well treated.

—U. S. Supreme Court.

## **SHEAFFER'S** Headquarters and Selective Profit-Sharing Plan

### **MR. SHEAFFER DEALER:—**

In order to get the maximum sales and profits in the fountain pen department, it is essential that the dealer and his salespeople know, first of all, what the manufacturer of the line he is featuring is doing to promote sales, and secondly, that he have an effective merchandising plan which will tie his store up with the manufacturer's program. Naturally, such a plan must embody proven principles of selling.

In this booklet we will endeavor to briefly "high spot" the **HEADQUARTERS PLAN** which, combined with the **SELECTIVE PROFIT-SHARING PLAN**, has resulted in splendid sales increases for dealers all over the country. In this booklet you will find concrete suggestions which, if put into effect, will increase your pen department sales.

### *Advertising*

The advertising of the manufacturer becomes most effective when the dealer ties up with it. National advertising sends many people into dealers' stores. But more people will visit the dealer's store as a result of the advertising if they see something in the dealer's window that reminds them of the advertising.

For this reason it is well to know the advertising program of the Sheaffer Pen Company in relation to your store and to watch for the dates on which the national ads appear so that you may tie up with them.

In the year 1936 the Sheaffer Pen Company will have a program of national advertising that will reach, conservatively, more than 100 million people. Twenty or more magazines will be used to accomplish this result, plus key newspapers in metropolitan centers. These newspapers will reach out far over the surrounding country.

The SHEAFFER magazine list is headed by such outstanding publications as the "Saturday Evening Post," in which advertisements will regularly appear in full colors on the first inside cover every month. Of equal interest is the advertising in "The American Weekly," which has the largest circulation in America, almost 6,000,000 copies. Sheaffer's position in the "American Weekly" is on the back page in four colors. "This Week" is a newspaper magazine delivered to the readers of 21 of the most powerful newspapers in the United States. It has a circulation of almost 5,000,000 copies and Sheaffer's position is in four colors on the back cover. Add to these, 17 other magazines with ads on the back covers and on the third covers in full colors. Then add the advertising that will be done in the key newspapers.

This will give you a picture of the tremendous advertising campaign which SHEAFFER does to promote sales of SHEAFFER products. Note that all of our magazine advertising runs in four colors

[ 4 ]

and in special positions, as well as much of our newspaper advertising. It is the largest continuous color campaign of any pen manufacturer. Color increases the effectiveness of the magazine advertising up to 15 times as much as ordinary black and white. Color has greater attention and retention value. Color ads show up more brilliantly when printed on heavier cover stock and a position on the cover of a magazine insures its being read and, of course, it costs much more.

SHEAFFER'S is the only continuous color campaign in the fountain pen industry and while the advertising runs every month, it is augmented by additional insertions at the peak pen selling seasons of the year, namely, graduation, school opening and Christmas.

The direct benefits of this advertising can be brought into your store by means of window displays, using the display helps which SHEAFFER will furnish with your merchandise orders. No dealer, no matter what his location in the United States, can fail to benefit because the campaign is so large and far reaching. It is well to remember, also, that Sheaffer advertising in the last 22 years has been thoroughly proven as to its effectiveness. It is unquestionably the most effective advertising in the industry, other statements notwithstanding.

#### ***Reach Customers by a Simple Appeal***

You can interest 30 to 40% of present pen owners by one simple appeal. Each customer attracted by this appeal becomes a two-call customer. SHEAFFER'S HEAD-QUARTERS PLAN accomplishes the re-

[ 5 ]

sults you want—more sales, because it increases the number of customers at your pen counter.

This simple appeal is offering service. Over 3,000 dealers who have adopted the SERVICE PLAN have had average sales increases of over 100% and some of those who used the SELECTIVE PROFIT-SHARING PLAN in connection with it, had increases of 300 to 500%. We cite these facts so that you will know the plans outlined herein are not idle theories but actual tested plans.

#### ***Fountain Pens a Major Industry***

Fountain pen selling should be made a business and not a side line as it is in many stores. Surveys show where this is done, surprising profits follow.

#### ***Store Display***

Prominent and proper store displays sell many pens and pencils to customers who had no intention of buying at the moment.

A front-of-the-store location is vital and justified for your pen department. It has been found that close relationship to the stationery department frequently increases sales of both pens and stationery. In some stores one of the best positions for the fountain pen case is next to the cash register.

Examine the position of fountain pens in your store to see if you are giving them the best possible display.

The right SHOWCASE is a matter of extreme importance to make the most sales. The SHEAFFER PEN COMPANY has developed showcases particularly designed for fountain pen sales. These cases are available to dealers on a very advantageous

[ 6 ]

plan. Where a dealer has a good showcase, the display can be improved frequently if the trays are not in good shape or do not have the Sheaffer name, by fitting it with new trays or nameplates which, in themselves, call attention to the SHEAFFER merchandise on hand. These trays or nameplates are obtainable from the factory on request and improve the appearance of any showcase. To get the full benefit of SHEAFFER'S advertising, it is essential that SHEAFFER pens and pencils should be displayed on SHEAFFER trays. Display FEATHERTOUCH pens with the platinum and gold point exposed by removing cap and placing them on the butt end of the barrel. Use your POLISHING STICK in the SERVISLETTE to keep the points and other gold trimmings of the pen bright. The customer is always impressed more deeply by merchandise that appears fresh and new.

#### ***Lighting***

Lighting up your pen display appeals to the eye. Light attracts attention, shows the beauty of the merchandise and facilitates the buyer's selection. Your pen case should be lighted. Our representative will be glad to talk with you on this matter and make suggestions, if your showcase is unlighted or not properly lighted.

#### ***Sales Builders***

It is a known fact that motion and light swiftly attract attention. That is the reason they are so important for display purposes, particularly in your window where the effort is made to attract the attention of passersby.

[ 7 ]

For this reason SHEAFFER has developed a number of displays having either motion or motion and light. These displays are available to dealers on exceptionally advantageous arrangements.

### *The Skrip-Well Display*

The SKRIP-WELL DISPLAY tells and sells the story of the SKRIP-WELL—the greatest improvement in a century in writing fluid bottles. The SKRIP-WELL bottle uses the last drop and avoids smudged and stained fingers. It is equally good for fountain pen filling or for use when dipping with a steel pen.

Virtually everyone passing your window is a prospect for writing fluid since virtually everyone uses a pen. Many of them, however, are accustomed to purchasing 5c and 10c bottles of ink. The SKRIP-WELL display in your window boosts your writing fluid sales by reminding the customers and with the SKRIP-WELL bottle, you are enabled to sell 15c, 25c and 50c sizes of SKRIP instead of 5c and 10c ink. Note that with SKRIP your sales volume is much greater which means greater profit.

Every dealer should feature the 50c family and large desk size in SKRIP. With the introduction of the SKRIP-WELL in this size, you are enabled to offer it for home use. Previously, when the writing fluid in this size bottle was down an inch, it could not be used conveniently for any fountain pen filling or steel pen dipping. The SKRIP-WELL opens up an entirely new market on this size—the home market—and gives you 5 times the sales volume and profit over selling 10c writing fluid.

[ 8 ]

Show this simple saving example to your customers. The new 50c SKRIP-WELL contains 9½ ounces, almost as much as five 15c, 2-ounce bottles, and therefore saving the customer almost 50%.

### *Sheaffer's Visible Motion Display*

This display by means of motion and light in an attractive setting captures and holds interest, instructs the prospect, demonstrates the superiorities and actually makes sales of the One-Stroke VACUUM-FIL pen. It is a Silent Salesman that makes it easy to suggest and sell unrelated items. This is important because merchandise surveys show only one out of eight customers buys a second item.

The display, therefore, not only sells pens but helps you to sell all other items in the store by getting customers into the store. It features the Visible Barrel type SHEAFFER FEATHERTOUCH pen in such an interesting manner that it prompts customers to inquire. They actually want to see if the pen, in their own hands, will fill as quickly as the display shows it does—and at your counter you can demonstrate to them that it does.

It is, in the opinion of many merchants, the most effective mover of merchandise they have ever used.

### *Sheaffer's Selective Profit-Sharing Plan*

The virtue of this plan lies in the fact that it aids in selling the better merchandise. It provides the incentive for the salesperson to increase the unit of sale and since better merchandise is sold as a result, it promotes customer satisfaction, and is a benefit to the customer.

[ 9 ]

Fountain pens are mechanical. They must be sold like other mechanical things such as electric refrigerators, vacuum cleaners, radios and washing machines. In such selling, service is the keynote of success. No dealer would attempt to build a business on any mechanical device without establishing a Service Department and no dealer can get the maximum results out of his Pen Department without being prepared to render service on all pens sold.

### ***Repair Service Increases Store Traffic***

The Service part of the HEADQUARTERS PLAN with the Servisette enables you to handle repairs and satisfy all customers. You can attract more customers to your store through offering fountain pen service than through offering any other store service. Such contacts can be turned into sales. The majority of new pens sold are sold to people already owning pens. More pens than watches are now in use. All pens should have some service annually.

The best time to sell new pens is when old pens are brought in for attention. Make your store the headquarters for pens.

The greatest fountain pen sales builder ever produced is the SERVISETTE. More than 3,000 dealers who use the SERVISETTE have greatly increased their sales. It produces satisfied customers. Since you are really not in the fountain pen business without it, we devote the remainder of this booklet to SERVICE SELLING WITH THE SERVISETTE.

### **TO THE SALESPeOPLE:—**

In the daily routine of the pen department, there are numerous times that a customer brings a pen to you with a complaint about its performance. In some cases the condition of the pen is so bad that it must be sent to the maker for replacement of parts and general reconstruction. In a great many cases, however, the customer's complaint results from a minor difficulty which a slight adjustment takes care of immediately.

Therefore, to build good will for your pen department and to increase the sales of your store, it is very important the customer is not advised to have his pen sent to the factory unless factory attention is really needed. No one likes to be without his pen for several days or a week, any more than he wants to be without his watch. You should "service" your customers' pens wherever possible instead of sending them to the factory.

The SERVISETTE contains tools and material to enable you to handle most of the minor pen adjustments. In this manual are instructions on how to take care of minor adjustments and, more important, how to increase your sales through selling service. By means of the material in the SERVISETTE, together with the information given in this book, you can advertise that you are prepared to inspect, clean, adjust, refill and render suggestions for obtaining the maximum fountain pen service. You can, if you wish, make it your store policy to do so at a slight charge, advertising frequently a special free offer for a

limited time "that you will inspect, adjust, clean and refill pens with Skrip free." When you make it known that you can service pens quickly, more people will come into your store and you will sell more merchandise.

### ***How to Use the Servisette***

Keep your new **SERVISETTE** on the counter. It has been made especially beautiful for this purpose. Having it in this handy position enables you to do many of the little things that contribute to good performance of the customer's pen right before his eyes and as you are working on his pen, you have the opportunity of telling him about the newer **SHEAFFER'S**, about **SKRIP**, **Pencil-SKRIP**, **ERASERS** or something else that he probably needs. In addition, the customer will be impressed with the completeness of your equipment for the service you are rendering and will be influenced to buy his pens from you because you are equipped to keep his pen in good condition.

The first thing to do when a customer brings a pen to you for service is to empty it, flush it with clear water and wipe off the gold point and feed section. Do this first so it will permit examination of the interior of the pen without accidentally spurting writing fluid on your fingers or counter. Then inspect the gold point under the magnifying glass.

### ***What to Do if the Pen Does Not Write Smoothly***

If the customer says the pen does not write smoothly, take the jeweler's magnifying glass from your **SERVISETTE** and, holding the point of the pen resting against

[ 14 ]

the side of the little square opening at the bottom, bring the glass to the eye. Turn the point to see all sides of the piece of iridium which is fused into the gold at the end of the point. The iridium has a white-like platinum appearance, and is one of the five hardest metals. If, under the glass, you discern a chip in the iridium, this may be the cause of the scratch. Or, you may find one of the iridium tips has broken away from the gold, with the result that iridium remains on only one side of the gold point. In either case, it is best to advise the customer to allow you to return the pen to the factory for a new point.

However, examining the gold point under the glass, you may find that the two tips forming the writing point are not in exact alignment. If they are not seriously out of alignment, you may be able to correct the difficulty by pressing slightly with your finger on one or the other side of the point toward the feed and being careful not to press from the underside of the point which would spring it away from the feed. If aligning the points does not correct the smoothness of the pen, it should be sent to the factory.

### ***"Ink Leaks Into Cap" or "Pen Leaks"***

Several conditions can cause leaking and it is rather difficult to explain them without a **FACTORY EXAMINATION OF THE PEN** in question.

A great many of the complaints on leaking are actually unfounded and can be eliminated by properly instructing the pen user. Occasionally when a fountain pen is left lying on a desk or is carried flat in a pocket or handbag, some of the writing

[ 15 ]



fluid will collect in the cap. This is merely a natural condition as any liquid will seek its level. It can be avoided by keeping the cap at a slightly higher level than the opposite end when lying on a desk or by clipping the pen to a check book or an inner pocket of a hand bag when carried. **KEEPING THE CAP SCREWED ON TIGHTLY WHEN NOT IN USE, IS MOST ESSENTIAL TO GOOD SERVICE.**

#### ***How to Handle Clogged Pens***

If the pen does not flow freely and skips it may be clogged.

Immerse the pen point in a solution of cold water containing a small amount of ammonia and alternately fill and expel the water by operating the filling device. This flushes the pen if it is a Sheaffer. When clean, rinse thoroughly in clean water by the same method, to remove all traces of ammonia. The quick motion of the water going into the pen and being forcibly expelled from it will, in many cases, dislodge any clogging obstructions in the feed channel, and the pen, when filled with SKRIP, will write perfectly.

On sac pens where the fluid channel is clogged to the extent that operating the lever and compressing the sac does not dislodge the obstructions in the tiny feed channels, use the RUBBER BULB in your SERVISLETTE. With the sac removed from the section of the pen (see page 19), slip the RUBBER BULB on in place of the sac. Then immerse the point of the pen in water and compress the bulb. Then force the water through the section by pressing the bulb. Repeat this several times in order

to thoroughly clean the fluid channel. The bulb will exert much greater force than the sac and frequently will thoroughly clean a pen.

SHEAFFER Visible Barrel type pens are cleaned by operating the plunger. With one stroke the Sheaffer Visible Barrel pen fills, empties and cleans. The special vacuum disc on the down stroke of the plunger makes an airtight seal against the walls of the pen forcing all air and fluid within the pen out through the gold point. This is a positive cleaning action and you can easily flush this type of pen for your customers.

If the SHEAFFER Visible Barrel cannot be flushed by the operation of the plunger, remove the section by wrapping the rubber finger around the section and then using the pliers to unscrew the section from the barrel. Then use the RUBBER BULB in the same manner as outlined for the sac pen.

Of course, if the feed channels are so seriously clogged that this treatment does not help, the pen should be sent to the factory for thorough cleaning, which includes dismantling and reassembling of the pen.

Many people are very careless about the writing fluid they use. Filling a pen with one kind, then later filling it with a different kind may cause a chemical reaction resulting in a precipitate or sediment deposit in the tiny feed channels which are in the feed underneath the gold point. Then, too, some writing fluids form sediment while standing. Some sediment may have been sucked into the pen and some may have been deposited from the writing fluid. If SKRIP, the Successor to Ink, had been

used exclusively, this would not occur, because SKRIP is a balanced solution which does not deposit sediment upon standing. You should urge everyone to use SKRIP.

### ***What to Do If the Sac Pen Doesn't Fill***

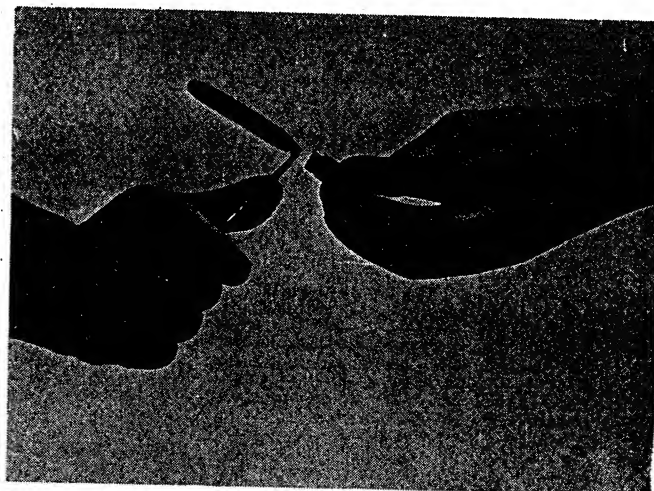
If the sac pen does not fill properly, examine the sac very closely. Take the pen and hold the barrel in the left hand. Place the rubber finger from your *SERVIS-ETTE* between the thumb and forefinger of the right hand and proceed to "walk" the section containing the gold nib and feed out of the barrel. You "walk" the section by pressing slightly, first with your thumb and then with your forefinger. The section will not come out easily if you try to pull it straight out of the barrel, but if you follow the method just described, you will have no difficulty in loosening even the tightest fit. (These instructions do not apply to Visible-Barrel type pens, which have a screwed-in section.)

With the section removed from the pen, examine the sac. Roll it between your fingers. Does it appear hard? Is it lively? Are there any noticeable holes to cause leaks? If there is any doubt about the condition of the sac, or if the sac has been in use for a considerable length of time and may have a sediment deposit on the inside which could loosen and subsequently clog the pen, offer to put on a new sac.

### ***Putting on a New Sac***

In your *SERVIS-ETTE*, there are sacs for all sizes of *SHEAFFER* pens. On the outside of the envelope holding the sacs is printed the size of the sac and the pens it fits. This serves as a guide in selecting the right sac.

[ 18 ]



Sac Dilated by the Sac Spreader Ready to Slip Over the Cement Coated End of the Section.

Remove the old sac by peeling it away from the feed section. When the sac has been removed, put cement on the part of the feed section which supports the sac, exercising care not to get any cement over the edge of the section and in the feed channel. Take the proper sac, expand its mouth with the sac spreader as shown in the illustration, and slip the sac over the end of the feed section. The cement will hold it tightly. This gives the customer a new interior for his pen.

### ***How to Fill a Sac Pen Properly***

All that remains now is to instruct him in the proper filling of it. Show the customer that he should place the point in the *SKRIP* bottle with lever open so that the liquid covers the lower end of the feed section. He should then snap the lever shut and give the pen at least 10 seconds to drink its fill of *SKRIP*. If you hear air

[ 19 ]

going into the pen when you remove it from the SKRIP bottle, immerse the pen and fill again.

### ***How to Fill a Sheaffer Visible-Barrel Pen Properly***

To properly fill a Visible-Barrel pen, you pull out the plunger the full distance. Immerse the gold point in the SKRIP bottle so that the fluid covers the lower end of the feed section. Depress the plunger the full distance. As it reaches the downward end of the stroke, the SKRIP will rush into it, filling it completely.

When filling from a Skrip-Well, depress plunger seven-eighths of the full distance before placing gold point in the Skrip-Well.

With either the sac pen or the visible barrel pen, we recommend operating the lever or the plunger two or three times each time the pen is filled as this flushes it and keeps it in a clean condition.

### ***Improving the Appearance***

A customer may complain about the appearance of his pen. SHEAFFER'S Cleaning Solution will assist you in materially improving it. In the following paragraphs are given the rules for the use of SHEAFFER'S Cleaning Solution for removing writing fluid stains, and also the rules for using ammonia, which is intended for cleaning the interior of the pen.

### ***What to Do If the Visible Barrel Sheaffer Does Not Fill***

This is probably caused because the pen is clogged to the extent that the writing fluid cannot pass through the little channel leading from the gold pen point to the writing

fluid reservoir. As outlined in the previous pages, first try to flush with the plunger. Then try removing the section by unscrewing with the RUBBER FINGER and SECTION PLIERS and after it is removed, slipping the rubber bulb over the end of the section. If the pen does not respond to this treatment or if something other than clogging seems to be the trouble, send it to the factory or one of the branch offices, giving the customer one of the Loaner pens to use meanwhile.

### ***The Skrip-Well Bottle***

Recently introduced, the SKRIP-WELL bottle is meeting with great favor among pen users. The SKRIP-WELL in the bottle is filled by turning the bottle over while the cap is on. Then restore it to upright position. The screw cap on the bottle is now removed and the pen is placed in the SKRIP-WELL with lever open. The lever is snapped shut and the pen is filled. SHEAFFER Visible-Barrel pens may be filled from the SKRIP-WELL by depressing the plunger approximately seven-eighths of its stroke, then placing point within the SKRIP-WELL and depressing it the remainder of the distance. The SKRIP-WELL, exclusively SHEAFFER'S by virtue of patents, permits using the last drop and keeping the fingers clean.

We want to stress the point that one of the most frequent complaints is that of writing fluid staining the fingers. This is caused by the cap of the fountain pen not being screwed down tightly enough. After using the pen the cap should always be screwed down tightly in order to prevent

it from leaking. If the cap is not screwed down tightly, writing fluid will get up into the cap and unless it is thoroughly cleaned by twisting tissue paper or blotting paper into the cap the writing fluid will seep out and stain the fingers. The customer should be advised to screw the cap of the pen down tightly and, if at any time he discovers that there is any fluid in the cap, to wipe it thoroughly dry with a blotter. If this is done, there will be little or no danger of staining the fingers.

Fountain pens should be carried in an upright position in the pocket and before screwing on the cap always hold the pen in an upright position. After the cap is on, give it a firm extra turn to make sure it is tight.

### ***The Use of Sheaffer's Cleaning Solution***

A very powerful cleaning solution is provided in the **SERVISSETTE**. This should be kept in a cool, dark place and used according to the following directions, with care, to avoid bleaching the clothing.

In your **SERVISSETTE** there are two glass dishes. Put about one-eighth ( $\frac{1}{8}$  inch) of cleaning solution in a glass dish and half fill with water. Have fresh swabs of absorbent cotton at hand and proceed to scrub the stained parts with the swab and cleaning solution.

Hold the part of the pen you are cleaning over the dish. Dip the swab into the diluted cleaning solution and wipe off the stain. If the part is not readily cleaned, add a small amount of cleaning solution. When the part is cleaned, wipe it off with a fresh swab wet with clean water. Finally

dry the parts carefully with a dry swab.

An ideal setup for cleaning the pen inside and out is as follows: Use 3 bowls or cups, one for a dilute solution of ammonia, one for a dilute solution of the cleaning solution, and one for clear water. Use a fourth bowl or jar for collecting the waste from the various washings and rinsings.

Clean the inside of the pen by filling from the bowl of diluted ammonia and emptying into the waste jar. Do the same using the rubber force bulb for clearing a stoppage in the feed section. Fill from ammonia, empty into the waste. Three ammonia fillings ordinarily is sufficient. Then flush the pen in clear water, and in order that successive pen rinsings will be clean, fresh, uncontaminated water, here again, fill from water bowl and empty into the waste. After treatment with ammonia, rinse the inside of the pen by flushing it 6 times with clear water.

When using cleaning solution, throw your cotton swabs into the waste jar after using them once. Don't dip them back into the cleaning solution. Use another swab. Under no circumstances use a cleaning solution in the reservoir of the pen, whether it be the sac or the barrel itself. Use a dilute solution of ammonia for the purpose. Wherever cleaning solution is used, **RINSE IT THOROUGHLY** with from 3 to 6 changes of clean water or wipe with swabs liberally wet with clean, fresh water.

Handle cleaning solution with care to avoid bleaching and staining clothing.

### ***The Final Polish***

Whenever you have finished with a customer's pen, hand it back to him with as

good an appearance as possible. Use the polishing cloth. It will bring out the lustre of the gold parts. Rub this polishing cloth briskly over the gold clip, gold lever, gold band and gold point. (There should be no SKRIP in the pen when this is done.) Your customer will be pleased with the attention you are giving it. He will have somewhat the same feeling you have when you take your car to the garage for repairs and the mechanic thoughtfully cleans any grease from the steering wheel and wipes off the windshield before you drive it away.

### ***Recommend Skrip***

You should also, at the moment you hand the pen back to the customer, ask him what color writing fluid he uses regularly. Then place a new 9½-ounce SKRIP-WELL bottle of the proper color in front of him and fill his pen from it. Explain that if he uses SKRIP, "the Successor-to-Ink," to the exclusion of other writing fluids and never permits anyone to fill his pen with anything else, he will have no trouble in the future from clogging. SKRIP is made to give perfect performance in fountain pens. It flows freely, dries so quickly no blotter is necessary, cannot harm any part of the pen, and is a balanced solution which does not deposit sediment on standing. It can be used to the last drop without danger of sediment clogging the pen. Point out that it does not stain the interior of Visible-Barrel pens like some ordinary inks. In many cases if you go through your sales talk in a nice manner, the customer, pleased with the attention you have given his pen, will purchase the SKRIP-WELL bottle and

[ 24 ]

you have made another sale for your store. You should offer PERMANENT SKRIP for business use. WASHABLE SKRIP for school and home use.

The SKRIP-WELL bottle is ideal for office and home use because, unlike ordinary ink bottles, it can be used down to the last drop. It opens up a large market and makes it possible to "trade up" 15 and 25c sales into the 50c size, giving your store a larger volume and profit and your customer a better value, for he saves almost 50% by virtue of the extra quantity he gets for his money.

### ***How to Show New Pens***

One of the greatest helps in increasing sales, especially of the higher unit sale pens, is to have a tray holding one dozen LIFETIME FEATHERTOUCH pens filled with PERMANENT ROYAL BLUE SKRIP—some of the No. 74 size and some in the No. 8 size, one of each color, and with a variation of points (having the tray hold a dozen you can see at a glance whether a pen has been stolen).

When cleaning, adjusting and filling a customer's pen, always set this tray out on the counter with some paper and ask your customer to try the points so that he can see how smoothly and lightly the FEATHERTOUCH pen writes. If and when he becomes interested, you can take a little longer to do the repair job in order to give him more time to become thoroughly interested in the pen. You will find that many times a sale can be made, and even if you don't make the sale at this time, you stand a good chance of making it later, for when

[ 25 ]

the customer gets his pen back, if it is not a FEATHERTOUCH pen, he will quickly notice that it does not compare with the FEATHERTOUCH, which he is certain to want to buy at some time.

Every morning you should see that all of the dozen pens in the tray that you use to show to your customers have the points wiped thoroughly clean, that they are filled and in the best condition for the customers to try. Follow this plan and you will be surprised at the increase in your business.

Your examination of his pen may show that it is so old, so outdated, and so worn out, that it would really pay him to have a new pen rather than to attempt to get along with the old one. If this is so, call it to his attention and show him what an improvement there would be in writing ease for him should he select a new pen from your stock.

#### ***Parts and Repair Price List***

When there are broken parts on an old pen other than LIFETIME quality and you must tell the customer that you will have to send it to the factory for repair, refer to the Repair Parts Price List in your SERVISSETTE and if the charge runs \$1, \$2, \$3 or more, explain to the customer that he can purchase a new pen from your stock at just a little more and he will then have a brand new pen rather than an old one which has been repaired. Should you mislay your list of repair charges, send a postal card or letter to the factory requesting a new one.

By taking the time to estimate the repair cost you can make many extra sales of new

pens. Thousands of pens are sold yearly as replacements. Is your store getting its share of this business?

#### ***Service Pens***

The SERVISSETTE contains the new Streamlined BALANCE "SERVICE" fountain pens equipped with smooth points and with the barrels engraved with your store name.

When you find it necessary to send a customer's pen to the factory, offer to let him use one of your Service pens while it is being repaired. If you deem it advisable, request a deposit of \$1.00 for the Service pen. This is extending to your fountain pen customer the same service a good watchmaker extends to people who bring in watches for repairs. You will find your customers pleased with this service. Not only will you make new friends for your pen department but for the store as well.

#### ***Pencil Service***

Many of your customers have a SHEAFER pencil which matches their SHEAFER pen. Offer to service the pencils by equipping them with new Pencil-SKRIP, "Successor to Leads" and erasers. Hundreds of people use up the erasers on their pencils without realizing that a trip to the dealer's store would provide them with more. Gain a steady repeat customer by letting him know that you have erasers and leads for sale. In the event the pencil is damaged and must be returned to the factory, refer to your Repair Parts Price List, packed in your SERVISSETTE, so you can give him an estimate of the charges.

### *Explain Feathertouch*

The smooth points in the **SERVISSETTE SERVICE PENS** are carefully made and tested. Their smooth, perfect writing qualities will be a revelation to anyone who has been using an ordinary or cheap pen previously. At the time you give the customer one of these Service pens you should show him the **LIFETIME** pen with **FEATHERTOUCH** point and call attention to the platinum channel which extends from the heart pierce in the center of the gold point to the iridium writing tip. (See Point B, Fig. 1.) Platinum in this tiny channel, which cannot be polished otherwise, tends to smooth the tiny ridges and valleys left when the channel is cut by means of an emery solution and a copper disc driven at high speed. (See Point C, Fig. 2.)

Explain that **SHEAFFER** does not put platinum on the part of the gold point be-

### *Sheaffer's Feathertouch Magnified Greatly*

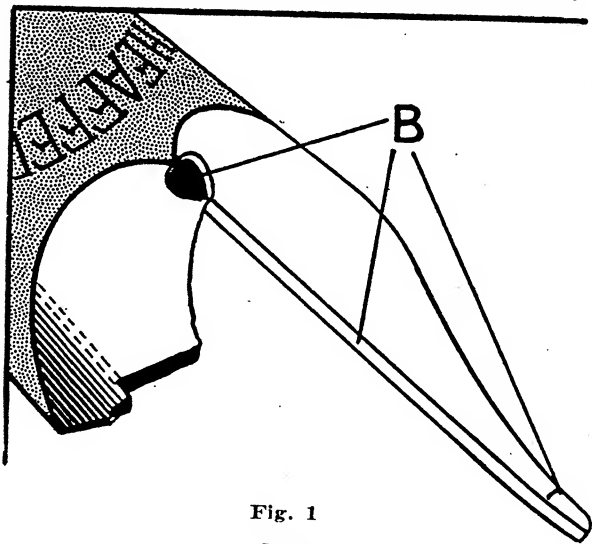


Fig. 1

[ 28 ]

### *Ordinary Pen Point Magnified Greatly*

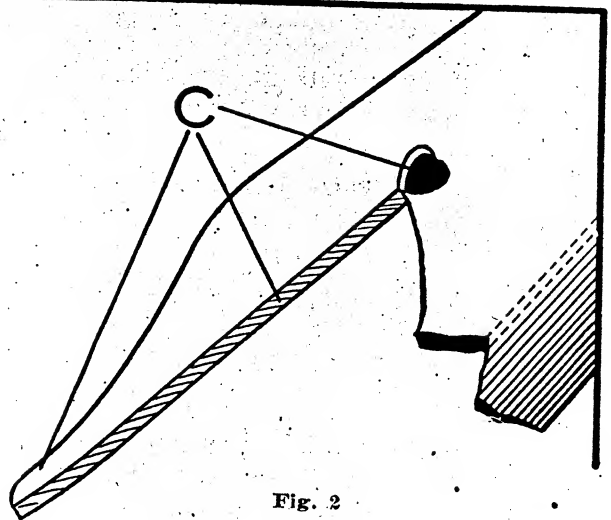


Fig. 2

tween the heart pierce and the section which holds the point. This is because platinum accelerates the flow and on this part of the point the flow is already free enough. In fact, **SHEAFFER** specially treats the surface to regulate the flow of writing fluid at this point. The perfect flow is gained in the **FEATHERTOUCH** point by the specially treated surface from the holder of the pen as far as the heart pierce and by platinum in the tiny channel which carries the writing fluid to the iridium tip and thence to the paper.

There are some pens that have platinum on other parts of the gold point than in the channel. This is because they are prevented from having platinum channels through **SHEAFFER'S** exclusive patents. Pens which have a gold channel and platinum in other places on the point speed the flow where it is already too free and retard it

[ 29 ]

where it is not free enough, just the reverse of the results which FEATHERTOUCH accomplishes.

Your customer will appreciate this explanation. Make it every time you have the opportunity.

### *Servisette Material*

Below we give you a list of the material in your **SERVISETTE** with a brief explanation of the purpose for which each is intended.

#### *Sacs*

Your **SERVISETTE** contains an assortment of sacs, a sufficient number so that you can take care of putting on new sacs for almost any of your customers. On the envelope containing the sac is printed its size and the pens which it fits.

Your attention is called to the special construction of these sacs. There has been as much improvement in the manufacture of quality rubber sacs for high grade fountain pens in the last 20 years as there has been in the manufacture of rubber automobile tires. The sacs which **SHEAFFER** uses are made by a new process in which seams are eliminated, greater elasticity is obtained and wearing quality assured that surpasses any sacs made in years past.

If you wish, stretch a **SHEAFFER** sac as you would a rubber band. Notice its strength and resiliency. Keep a sac on hand for this purpose so that you can stretch it before the customer's eyes and show him what a marvelous thing it is.

The special formation of rubber of which the vacuum disc in the Visible Barrel **SHEAFFER** is made, is of the same high

quality as **SHEAFFER** sacs. The special rubber has been tested in solutions of concentrated writing fluid, in vaults which would test it against heat and dryness and after long periods in these tests the pens have shown that they work perfectly. Visible Barrel type **SHEAFFER'S** have been placed in machines which have filled and emptied them the equivalent of hundreds of years of wear, without any appreciable difference in their performance. You can assure your customers that the rubber used by **SHEAFFER** is not ordinary rubber, but special rubber particularly developed to meet the requirements of fountain pen construction.

Should a customer question you about a rubber sac, remember to tell him that the prime feature about the lever-filling sac arrangement which no other type of fountain pen filling has is that the sac is insulated in the barrel because there is an air chamber formed between it and the barrel which prevents the air within the sac from expanding or contracting, due to changes in temperature, with consequent leakage through the pen point. The Skrip column in the new lever-type Sheaffer's now has **LAST DROP VISIBILITY** in addition to being **THERMO-INSULATED**.

The Visible-Barrel-type **SHEAFFER**, of course, has the advantage of visibility of the fluid supply and extra large writing fluid capacity. **SHEAFFER** Visible-Barrel-type pens function better than any other Visible-Barrel-type pens on the market. There is a market, we believe, for both the sac-type pen and the super-capacity visible-barrel-type pen, and we would urge



you to point out the difference to the customer when selling a pen and let him make his choice.

Should your customer say that his Visible-Barrel-type SHEAFFER flows a little too freely when nearly empty, explain that is the signal to refill. This is a characteristic, generally, of Visible-Barrel-type pens, but it only occurs in the SHEAFFER when the pen is very nearly empty.

### ***Sac Spreader***

You will find this little tool very handy in putting on new sacs. The two little prongs at the end which are bent perpendicularly from the holder slide into the neck of the sac and are operated by compressing the holder. This stretches the sac so that it may be easily fitted over the cemented section of the pen.

### ***Rubber Fingers***

Place a rubber finger between your thumb and forefinger around the section of the pen when you are "walking" the section out of the barrel. It will prevent your fingers from becoming soiled and give you a greater "purchase" or grip on the section, enabling you to easily remove the tightest section.

### ***Leather Strip***

This is a small strip of leather which should be tacked onto the back of your counter or on the edge of the shelf. Use it to rest the section of the pen against when you are inserting the section into the barrel. Rest the edge of the section on this leather and push.

[ 32 ]

### ***Jeweler's Magnifying Glass***

This little glass magnifies the pen point so that you can easily see any defects.

### ***Bottle of Cement***

The cement is used for sealing the rubber sac to the section of the pen. Simply coat the end of the section which receives the sac before applying the sac, and after the sac has been slipped over it, allow to dry a few minutes. Don't get cement in feed channel.

### ***Cleaning Solution***

The cleaner supplied in the SERVIS-ETTE is a special solution furnished by the W. A. SHEAFFER PEN COMPANY. You can replenish your supply by ordering from the factory or one of the branch offices.

### ***Section Pliers***

Use with piece of rubber for loosening or tightening sections of Visible-Barrel-type pens.

### ***Lock Nut Wrench***

You will find this little tool useful for tightening the lock nut in the plunger top of the Visible-Barrel-type SHEAFFER'S.

### ***Absorbent Cotton and Sticks***

Use to make swabs for the proper use of dilute ammonia and cleaning solution as explained on page 22.

### ***Wax***

Use for bringing out imprint when Gold Leaf has not been used.

[ 33 ]

### ***Tweezers***

You will find these useful in making swabs and in countless other ways in giving service on pens at your pen counter.

### ***Polishing Cloth***

This cloth will put a bright lustre on the gold trimmings of a pen if you rub them with it briskly.

### ***Service Pens***

For accommodating customers whose pens must be sent to the factory for repair and for assisting you to sell the advantages of a FEATHERTOUCH point in the manner described above.

### ***Pencil Demonstrator***

Included in your SERVISLETTE is a DEMONSTRATOR PENCIL. When selling the SHEAFFER pencil, permit the customer to see the precision of this mechanism which is guaranteed against wear for the life of the user. No solder is used any place in the SHEAFFER pencil mechanism and out of the millions that have been sold, only a minute number have ever given any trouble whatsoever.

### **LIBRARY OF CLERK AND DEALER HELPS**

Plan now to make a little library containing the booklets which SHEAFFER issues from time to time on pens, service and selling. These booklets are interesting and timely and if you keep them where you can refer to them occasionally, you will guard against forgetting the various things that go to make your efforts successful. SHEAFFER will be glad to send you new

[ 34 ]

booklets as they are off the press, containing new and timely information that you should have. This little manual, "BUILDING SALES AND PROFITS WITH SERVISLETTE," should be kept in a handy place where you can refer to it as often as needed.

Our booklet, "THE SELECTIVE PROFIT-SHARING PLAN," outlines a plan for the merchant that will increase the volume of any retail establishment. The plan is already in successful operation in many stores, many of whom have increased their fountain pen sales volume 300 to 500%.

Other booklets are planned for publication in the coming few months.

### ***Guarantees***

It is most essential that you know the guarantees on SHEAFFER merchandise for advising customers who question you about them.

THE LIFETIME pen is unconditionally guaranteed except against loss, theft or wilful damage, for the life of the user and it will be repaired by the W. A. SHEAFFER PEN COMPANY without any charge except a handling charge of 35c which includes return postage and insurance, provided the pen, together with any parts that are broken, is sent to the factory or an authorized branch service station. Instruct all salespeople to explain fully the Lifetime guarantee whenever a Lifetime pen is sold in order to avoid any misunderstanding later about the 35c service and handling charge. If you advise a customer to send a LIFETIME pen to the factory, be sure to

[ 35 ]

tell him to include any parts that are broken, write his instruction clearly on a slip of paper and include 35c to cover postage, insurance, packing and re-shipping.

Should the customer question the service charge, explain to him thoroughly that it does not defray the cost of any new parts or labor that may be needed to put his pen in perfect adjustment. It is merely intended to cover postage, insurance and SHEAFFER'S cost of running the pen through the records which SHEAFFER maintains to insure proper inspection, proper handling and swift return to the owner.

#### ***Sheaffer No. 7, 5, 3 and 2 Guarantee***

These pens have the SHEAFFER name but not the LIFETIME guarantee. They are guaranteed for the life of the user against defects in materials and workmanship. Parts which are broken through no fault of the pen must be replaced at the regular price. There is a price list in the SERVISSETTE showing the cost of the various parts of these pens. If it is necessary to send one to the factory, advise the customer beforehand how much it will cost and when you send the pen in, note on your instructions that you have explained to the customer the cost of the repair.

Any SHEAFFER pens sent to the factory that can be put in good writing condition without the use of any replacement parts will be assessed only the service charge of 35c which covers return postage, insurance and the cost of handling as stated above.

From the above statement of the guar-

antees on SHEAFFER pens, you will instantly see that you can use the LIFETIME guarantee to assist in making sales of higher priced, better quality pens, because on LIFETIME pens the customer is never charged for any new parts to replace ones which have become damaged accidentally or through wear.

#### ***Advising Your Customers of Your Service***

It is important when you install the SERVISSETTE Plan that you invite your customers to come to your store to take advantage of the service you are prepared to offer. Whenever you try to make the sale of a pen or sell a pen, always inform your customer about your service department and tell him he is entitled to have his pen inspected, cleaned and filled with Skrip free every time he desires, and urge him to bring in his pen at least twice a year for free inspection.

In your SERVISSETTE there is a proof sheet showing six advertisements that have been specially worked out and found to be successful in acquainting customers with this plan. Attached to the proof sheet is a postcard. SHEAFFER will send you any one or all six of the mats listed on the proof sheet. Simply check on the card the ones you want and we will send them to you promptly. These ads may be run separately or included with your store copy.

#### ***Offer Free Service***

The important thing to remember if you are writing an ad yourself for this service is to invite the customer to come in to have

his pen cleaned, inspected, adjusted, tested and refilled with SKRIP FREE. The customer may not come in the day your ad appears, but having seen your advertisement he will know where he can get this service and should anything go wrong with his pen he will come to you immediately. That is why it is so essential not to run just one advertisement on this matter, but to space your ads a week or two apart and follow one with another, gradually educating your community.

#### ***Advertise Your Pen Service Department***

In addition to the advertisements which appear in your newspaper, it is also well to call attention to your pen department by means of signs or placards placed in your store and windows. Have the showcard attractively printed and placed in other departments, something like the following:

*"Complete Service for Your Fountain Pen in Our Pen Department, First Floor. We Will Clean, Inspect, Adjust, Test and Refill Your Pen With Skrip Free!"*

The advantage of this is that it ties your store up with the advertising you are doing and reminds people who may or may not have seen your ad that they can have their pen taken care of **WHILE THEY ARE IN YOUR STORE.**

Another idea which alert merchants have used very successfully is to make up a printed slip telling the story of the **PEN SERVICE** and enclosing one with each letter and each statement leaving the store. If you do this, you are carrying your message direct to people who have an interest in your store and who most likely purchase from you regularly.

[ 38 ]

This same slip can also be distributed to all the departments of your store and instructions given to all salespeople to wrap one in each purchase. If you do this, you are sure that the customer who buys from you is learning about this service you are prepared to offer.

**SHEAFFER** offers these suggestions, not just as theoretical ideas, but as tested merchandising facts. We hope that you will accept them, make use of them and find that your store, too, has been benefited thereby.

In this little manual it has been impossible to go into detail about all of the special sales plans worked out by the **SHEAFFER PEN COMPANY** to increase the sales of pens, pencils, desk sets, **PEN-SKRIP**, **Pencil-SKRIP**, **SKRIP-GRIP** and **PARA-LASTIK**. We urge you to read the little booklets available from **SHEAFFER** from time to time as well as the publication which you will receive, "**SHEAFFER'S SERVICE NEWS.**" If you are desirous of increasing your profits on writing equipment to an amount that is greater than you have ever enjoyed previously, you will wish to read these selling plans carefully and keep up to date.

#### ***More People Have Pens Than Watches***

In order to properly appreciate the importance and value of Fountain Pen Service, it is well to remember that there are more people, men, women and children who own pens of some kind, most of which require some kind of service during the year, than there are people who have watches. As a rule there are several places in every

[ 39 ]

community where watches can be repaired but no place where prompt pen service, which is just as important, can be had.

THE SERVISLETTE will enable you to develop a profitable fountain pen department and to render Pen Service that will greatly benefit your business.

### *Pen Inspection Weeks*

ADVERTISE A PEN INSPECTION WEEK. Some of the most outstanding successes have been made by dealers advertising a PEN INSPECTION WEEK in their store advertising. For a one-week period at various times during the year the store advertises "FREE PEN INSPECTION SERVICE FOR YOUR FOUNTAIN PEN. DURING THIS WEEK WE WILL CLEAN, INSPECT, ADJUST, TEST AND REFILL YOUR PEN WITH SKRIP FREE."

Under the plan, major repairs are of course charged for and when new sacs are required, they are put in at the regular charge.

One store in Providence, Rhode Island, made and advertised this offer, tying up their advertising with an attractive window display symbolizing their "PEN HOSPITAL." Over 500 people visited their store during 3 of the stormiest January days Providence had ever seen. Their record has been equaled and exceeded by other stores who have used the idea in all parts of the country.

Arrange a PEN INSPECTION WEEK for your store. SHEAFFER'S will be glad to send you full details of the plan, and

[ 40 ]

suggestions and materials for your use and help.

### *The Importance of a Good Demonstration*

Asking the customer to try a SHEAFFER FEATHERTOUCH LIFETIME BALANCE pen in his own hand is one of the best ways to sell its merits, particularly if you point out its mechanical superiorities and refinement of design that eliminates writing fatigue.

To help you do this, SHEAFFER has placed in your SERVISLETTE a transparent demonstrator pen, to make it possible for you to show the customer just how it operates.

The transparent barrel of the demonstrator pen enables the customer to see just how it works. Take this pen and point out that when the cap is screwed onto the barrel, the inner cap fits tightly against the section of the pen, forming an air-tight seal for the gold point.

Show the customer that the inner cap is not made of a piece of tubing but is a solid piece of hard rubber which has been drilled out. This is a more expensive construction but absolutely guards the pen point from air when the cap is screwed onto the barrel.

Remove the cap and lift the lever. Show the customer what happens inside the pen. Point out that the parallel pressure bar completely deflates the sac, so that when the lever is snapped shut and the sac expands it must fill full.

Show the air space between the sac and the barrel. This air space acts as insulation and retards the expansion or contraction of

[ 41 ]

the air or writing fluid in a sac pen when subjected to changes in temperature. In pens without such an air chamber, the air in the writing fluid reservoir may expand or contract and cause leakage from the pen point or flooding. Only the lever-filling pen has the advantage of an insulated writing fluid reservoir. It is a most practical design.

Point out the visible section which gives the user LAST DROP VISIBILITY.

### ***Demonstrating the Visible-Barrel-Type Sheaffer***

To demonstrate the Visible-Barrel-type SHEAFFER, the SHEAFFER PEN COMPANY has distributed to virtually all dealers a CUSTOMER COUNTER DEMONSTRATOR which should have a prominent position on your pen counter. If your COUNTER DEMONSTRATOR has become broken or does not function properly, SHEAFFER will send you another with your merchandise shipment. THE CUSTOMER COUNTER DEMONSTRATOR permits the customer to see how quickly and positively the SHEAFFER visible barrel pen fills. It is a positive sales attractor.

### ***Sell Quality***

By making the demonstration with the actual models as mentioned above, you have an opportunity to sell QUALITY, with the result that when you have finished with your demonstration, price is no longer uppermost in the customer's mind and he is interested solely in purchasing the best value which is the LIFETIME FEATHERTOUCH.